

BRAINS COUNT! \$2,000 CASH FREE!

READ This Story of a very lucky Young Man Who Won an Income for Life for One Moment's Thought!

Some months ago, it will be remembered, we advertised widely for a name for the magazine we were about to publish. It was a little thing to give, but much to receive. A moment's thought, perhaps, would do it, yet the result was of such importance to us that we prepared to award as a prize nothing more nor less than five dollars a week for life, or an annuity of two hundred and fifty dollars. This offer, when first brought to the public's attention through the columns of our leading papers in the country, was received with considerable incredulity. The man at your right sneered, while the one to your left smiled. Neither said, "It's straight enough!" both said, "Better leave it alone." That was because they did not know any way of doing things. A trifle unusual, perhaps, but success today means just that, with the additional trait of taking the situation boldly by the throat.

Those, however, who entered the contest were courteous enough to give us the benefit of their doubt, one of them giving us something else besides, a little loan of scarce half a dozen words which was just what we wanted. The balance of that man's bank book today foots up to a sum larger by two hundred and fifty dollars than it did five months ago, a difference that came about Saturday, May 5, when our representative called on this man, Mr. Arthur W. Madden, at his home in Phillipsburg, N. J., and presented him with a certified check for the above amount.

The incapacity of man is considerably well nigh infinite, but probably never more so than when he deliberately tries to put something into a name. There were names sent us that would have granted the title page of a Queen's memoir, and there were others that would have killed a "penny-dreadful" if it had left the press. Some took extensive liberties with our firm name, while others took still greater liberties with the English language as Dr. Johnson conceived it. The words "mentally" and "magically" did yeoman service to their last straw, some of the combinations into which they were worked being fearfully and

wonderfully made. Yet apart from these, and decidedly in the majority, were a long list of names that sounded possible in every respect. It was evidently an embarrassing task of riches.

As is now evident, "The Brown Book of Boston" was Mr. Madden's contribution to the contest. We believe the name will find the same favor with our subscribers as it has with us. It is distinctive, which is something, it is associated with a conservative, thrifty, and durable quality, which is more, it is democratically suggestive, which is less. "Like brown bread," Mr. Madden suggested, "it can be made wholesome for the entire family." This was our aim. An unbroken, wholesome product put forth in the endeavor to meet the average person's desire for reading that is worth while.



Very Sincerely Yours
Arthur W. Madden

I jotted it down and sent it in. Then I forgot all about it until I received your letter. That, you know, is about the way such things go.

On April 28, 1900, I received a letter from the committee, requiring that each competitor should send with his choice of name one year's advance subscription, amounting to the sum of one dollar. I complied with the condition and sent in my choice of the name, "The Brown Book of Boston," and received a receipt, dated March 10, 1901, for the one year's advance subscription.

On April 28, 1901, I received a letter from the committee stating that "The Committee find that yours was the most appropriate name sent in and have awarded you the annuity of \$250 per year. In the same letter I was requested to inform the company weekly I wished the award in the form of weekly payments of five dollars or in the form of an annuity of two hundred and fifty dollars. On the same day I replied to the company's letter, stating that I preferred the annuity of two hundred and fifty dollars.

On May 2, 1901, I was notified by the company that their representative would call on me at Phillipsburg, N. J., on the following Friday or Saturday, with a certified check of two hundred and fifty dollars. Today, Saturday, May 5, 1901, Mr. Arthur W. Tarratt, representative of the Bernard-Richards Company, Limited, called upon me here at Phillipsburg, N. J., and handed me a certified check of the company on the Federal Trust Company of Boston, Mass., dated May 2, 1901, and made payable to my order, for the amount of two hundred and fifty dollars, being the first year's payment on the annuity awarded to me as above stated.

Prior to the appearance of the said advertisement in the New York World, about February, 1900, I had no knowledge of the existence or the object of the Bernard-Richards Company, Limited, and since then I have had no dealings with said company except as above stated.

Signed ARTHUR W. MADDEN.
Subscribed and sworn to before me this 25th day of May, A. D. 1901.
(Signed) S. C. SMITH,
Master of Chancery of New Jersey.

THE CHANCE OF A LIFETIME!

Last January, February and March, it will be remembered, we advertised what was at that time considered one of the largest contests ever published. The first prize was nothing more nor less than \$2,000 a year in advance, Mr. A. W. Madden of Phillipsburg, N. J., was declared the winner, and as Mr. Madden preferred the annuity of \$250 a year in advance, a certified check for the said amount was promptly forwarded to him. Just stop and think for a moment what a grand prize this was. It meant that as long as Mr. Madden lived he would receive from us every year, on the first day of May, \$250 in cash. As Mr. Madden is only 27 years old, he has a good many years before him in which to enjoy his good fortune.

The next contest we advertised closed October 1, 1900, and the cash prizes were awarded to the following parties:

Mrs. J. S. Poucher, Unstead, Suwanee Co., Fla., Five Hundred Dollars in Cash.
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Now, if you were foolish as to ignore our previous advertisement, we certainly would advise you not to overlook this one. For without a doubt this is the opportunity of a lifetime. For not only do you have a chance to win a large sum of money, but you also have a chance to win a large amount of ready cash. WE WANT YOU TO READ THIS OVER VERY CAREFULLY, FOR IT DOES NOT COST YOU ONE CENT. One of these contests is, we believe, a very hard one, in fact, so hard that it cannot be solved in a minute, nor an hour, but is going to tax your brains and take considerably of your time. However, do not give it up, for it can be solved, and just think of the reward. WE WILL GIVE \$250 IN CASH FOR THE CORRECT ANSWER. In the book square to the left we have printed 12 jumbled letters, which we want you to try and arrange. These jumbled letters, when properly arranged, will spell the names of three large cities in the world, one city being located in the United States, one in South America and one in Europe. In making the names of these three cities, you will use only the letters given you in the book square to the left, and no letter can be used which does not appear. When you have found the three correct names you will have used every letter in the sixteen as many times as it appears. If you cannot find the three correct names, but find only two, you will receive a special prize worth \$10. Remember, even if you find only two correct names you will have the same chance to win the life or one of the big cash prizes mentioned in the second half of this advertisement. IF YOU SEND IN YOUR ANSWER AT ONCE WE ARE QUITE SURE YOU WILL NOT BE DISAPPOINTED. Some one is going to win the money, and it may be you. ANYWAY, IT DOES NOT COST YOU ANY MONEY to try, and if you are a successful contestant there is only one condition, which will take less than half an hour to solve, and which we will give you as a reward, a geography, atlas or encyclopedia. This we can truthfully say, is the very hardest puzzle ever advertised on any paper, and one which only a few people can solve. The correct names are known only to the president of this company and his private secretary. The envelope containing the three names has been sealed and deposited with a leading Safe Deposit Co. in Boston, and will not be opened until the day after the contest closes. This, we believe, is the only honest way of conducting a contest, as every one will have an equal chance. In the event of more than one correct answer being received, we will request five parties who have answered this advertisement to act as a committee to award the cash prize. They will be invited to come to Boston at our expense and be our guests while in this city. We take this unusual method of selecting a committee to show our good faith, and as we want to treat all in the fairest manner possible. The committee will be selected from among the contestants ten days before the contest closes, January 31, 1901, and you may be asked but not compelled to act as one of the committee. In addition to the TWO THOUSAND DOLLARS IN CASH, we will give you an opportunity to WIN

\$300 A YEAR CASH FREE! 9 CASH PRIZES OF \$250 EACH FREE. 58 CASH PRIZES OF \$25 EACH FREE. WITHOUT LABOR OR EXPENSE.

We are going to give to some one who has entered this contest and who complies with our easy conditions an opportunity to WIN and secure from us, without any labor or expense on their part, a large sum of money, and a chance to win a large amount of ready cash. WE WANT YOU TO READ THIS OVER VERY CAREFULLY, FOR IT DOES NOT COST YOU ONE CENT. One of these contests is, we believe, a very hard one, in fact, so hard that it cannot be solved in a minute, nor an hour, but is going to tax your brains and take considerably of your time. However, do not give it up, for it can be solved, and just think of the reward. WE WILL GIVE \$250 IN CASH FOR THE CORRECT ANSWER. In the book square to the left we have printed 12 jumbled letters, which we want you to try and arrange. These jumbled letters, when properly arranged, will spell the names of three large cities in the world, one city being located in the United States, one in South America and one in Europe. In making the names of these three cities, you will use only the letters given you in the book square to the left, and no letter can be used which does not appear. When you have found the three correct names you will have used every letter in the sixteen as many times as it appears. If you cannot find the three correct names, but find only two, you will receive a special prize worth \$10. Remember, even if you find only two correct names you will have the same chance to win the life or one of the big cash prizes mentioned in the second half of this advertisement. IF YOU SEND IN YOUR ANSWER AT ONCE WE ARE QUITE SURE YOU WILL NOT BE DISAPPOINTED. Some one is going to win the money, and it may be you. ANYWAY, IT DOES NOT COST YOU ANY MONEY to try, and if you are a successful contestant there is only one condition, which will take less than half an hour to solve, and which we will give you as a reward, a geography, atlas or encyclopedia. This we can truthfully say, is the very hardest puzzle ever advertised on any paper, and one which only a few people can solve. The correct names are known only to the president of this company and his private secretary. The envelope containing the three names has been sealed and deposited with a leading Safe Deposit Co. in Boston, and will not be opened until the day after the contest closes. This, we believe, is the only honest way of conducting a contest, as every one will have an equal chance. In the event of more than one correct answer being received, we will request five parties who have answered this advertisement to act as a committee to award the cash prize. They will be invited to come to Boston at our expense and be our guests while in this city. We take this unusual method of selecting a committee to show our good faith, and as we want to treat all in the fairest manner possible. The committee will be selected from among the contestants ten days before the contest closes, January 31, 1901, and you may be asked but not compelled to act as one of the committee. In addition to the TWO THOUSAND DOLLARS IN CASH, we will give you an opportunity to WIN

The Bernard-Richards Co., Ltd., 178 Wharf & Broad Sts., Boston, Mass.

TURNERS AND MERCHANTS AT ALTENHEIM BAZAAR.

Turners, young and old, with their families, visited the Altenheim Bazaar at the Lederer's Club yesterday afternoon and evening. The first meeting was a decided success, bringing out many children, with their mothers and nurses. Many of the youngsters had saved parts of their allowance for several weeks in order to be able to buy articles at the bazaar. They behaved recklessly in such things as the grab bags and the wheel of fortune.

President Charles H. Bremer and a delegation of members from the Merchants' Exchange were present, both in the afternoon and evening, all investing in tickets, raffles and a wheel of fortune, and they scattered coins among the young school-bellies. Flowers, adorned their coats, and in the German Village they gazed the waltzers, who were not in that corps. In the Oriental booth they bought charms of the young ladies in Turkish dress.

Young ladies in charge of the booth have made it attractive for the grown-ups as well as the children. They always try to give a patron the most promising looking package in their great assortment. Mrs. C. Lindenschmidt and Miss Augusta Schaefer, assisted by Miss E. Nimmich, Johanna Fritzer, Edna Schwaiger, Clara Fisse, Paula Hassenpfeiffer, E. Breidenbach, Jeannette Kaufmann, E. Rutter, A. Lehmann and Miss Gertrude Hoyer are in charge of this department.

Another booth that is dear both to the children and the ladies is the one stocked with dolls. There are big dolls, little dolls, great dolls, doll-dolls, dolls, just and winks and dolls that cry, and, of course, there is the doll sent by Mrs. Theodore Roosevelt and written to be a doll of the doll booth at Mrs. A. Schulte and E. H. Schulte and Miss Alice Rothstein. She is acquainted with Mrs. Roosevelt and wrote to be a doll of the doll booth at Mrs. A. Schulte and E. H. Schulte and Miss Alice Rothstein. She is acquainted with Mrs. Roosevelt and wrote to be a doll of the doll booth at Mrs. A. Schulte and E. H. Schulte and Miss Alice Rothstein.

Grab bags always have a delightful mystery for children, which probably accounts for the rush they made yesterday afternoon for the one at the bazaar. Besides the number of attendees could not have satisfied the demands of the little ones. The

Miss Effie Arens, a flower girl at the Altenheim Bazaar, is a member of the Yale Societies.

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RAILROAD NEWS FROM ALL POINTS.

Committee on Classification of Southern Commissions to Meet Soon.

CHANGES IN FREIGHT RATES.

Great Northern Branch-Mileage Bureau Meeting-Advisory Committee-California Traffic-General Railroad Notes.

REPUBLIC SPECIAL.

Jackson, Miss., Dec. 8.-J. O. Kinnaman, member of the Mississippi Railroad Commission, has received a letter from H. Day, chairman of the Florida Commission, and also chairman of the Committee on Classification of Southern Railroad Commissions, which assembled at Chattanooga. It states that a meeting of the committee will be held in

the near future for the purpose of discussing the work with which the body was charged by the conference. The committee on Classification is composed of five members, Messrs. Day of Florida, Kinnaman of Mississippi, Hanley of Arkansas, Baptist of Tennessee and Foster of Louisiana.

At the Chattanooga conference this committee was instructed to prepare a schedule or classification of local freight rates applicable to all Southern States and to report the result of its deliberations to the assembly of Southern Commissioners which will be held at a time and place selected by Chairman McInnis. The five members of the committee have already made some examination into the subject, but yet nothing in the shape of a schedule has been prepared.

The Florida Commission recently adopted a new classification of freight rates that has attracted considerable favorable comment, and some of the features of this classification will undoubtedly be suggested to the committee to be embodied in the general classification.

Affords a New Route for Canadian Grain Shipments.

Washington, Dec. 8.-United States Consul Henry at Quebec reports to the State Department the completion of the Great Northern Railway, which will open up a new Canadian grain route, and the prospect of the route is very bright. It is the shortest and cheapest route for the transfer of grain from the Great Lakes to Europe.

The Chicago and North Western Railway has been authorized to build a line between the Quebec and Lake St. John Railway, from Grand Rapids and Duluth to the Gulf of St. Lawrence, and thence by the Canadian

Atlantic via Ottawa to Hawkesbury. Here the line crosses the Ottawa River and follows a Pierre, fifty-eight miles from Quebec, where the largest ocean steamers can be loaded from a fine grain elevator of modern construction which has just been completed. The new line is said to reduce the distance to the markets at Liverpool, England, by 80 miles. In contrast with the route from Chicago and Duluth via New York

Proposed Increase of Stock.

The Pennsylvania Railroad, whose officials gave notice to the stockholders at their last annual meeting that they would increase the authorized capital stock of the company at their annual meeting in March next, will not be required to obtain the sanction of the Legislature, as has been erroneously stated, and heretofore been required.

Beyond saying that the proposed increase in capitalization will be made Pennsylvania officials decline to discuss at this time the amount of the increase which the stockholders will be asked to authorize.

Heavy California Traffic.

Chicago, Dec. 8.-According to Western railroads, the flow of travel from Chicago and the East toward California winter resorts is now breaking into a flood. The California Pacific, which has nearly all the roads, transcontinental as well as those with terminals at the coast, have been compelled not only to put on extra coaches to their regular wheel-train, but to run extra trains to San Francisco, to accommodate the heavy traffic. Both accommodations for California passengers have been engaged as far ahead as February.

An Illinois Central Branch.

Des Moines, Ia., Dec. 8.-A prominent railway man of this city is authority for the statement that the Illinois Central is planning to build a branch line from Des Moines to the Northern Railway, which has been projected by E. S. Ellsworth of Iowa

Falls and others, and has already been surveyed by the Illinois Central. The Gulf system is in fact an Illinois Central branch, and will provide an entry for the Illinois Central into the Gulf States of the next year, and will probably be extended to Kansas City in the course of time.

Leroy Trice's Purchase.

REPUBLIC SPECIAL.

Houston, Tex., Dec. 8.-Leroy Trice, vice president of the International and Great Northern Railroad, and also vice president of the Calvert, Waco and Brazos Valley Railroad, purchased yesterday from its owners the Oak Lawn and Magnolia Park, a suburban line of this city six miles in length. Mr. Trice declined to state whether the purchase was made for the International and Great Northern, or for the Waco, Calvert and Brazos Valley, or for either.

Personal and Current Notes.

-F. A. Hill, general freight and passenger agent of the Hot Springs Railway, was here yesterday.

-Breck H. Fowler, traveling passenger agent of the Illinois Central, was among the visitors yesterday.

-George E. Doy, traveling auditor of the Chicago, Peoria and St. Louis, was in the city yesterday.

-L. C. Gunn, general freight and passenger agent of the Tennessee Central, has moved his family to Nashville, Tenn., where he is now located.

-W. A. Kelland, assistant general passenger agent of the Illinois Central at Louisville, was here yesterday.

-T. A. Whittemore, general manager of the Hecla Stock Car Company, was in the city yesterday.

-The Chicago, Peoria and St. Louis brought in a large number of passengers yesterday, who will remain in St. Louis until this afternoon.

-J. F. Andrews has been appointed traveling agent of the Southern Railway at Memphis, vice A. C. McKellar, resigned, to engage in other business.

HARRIS SHOE CO. 520 Pine St.

WIPED OUT THREE YALE SOCIETIES.

Powerful Clashes in the Sophomore Class Broken Up by the Faculty's Action.

REPUBLIC SPECIAL.

New Haven, Conn., Dec. 8.-Yale's sophomore societies, Kappa Psi, Eta Psi and He Boile, were wiped out of the map of the university today by an official vote of the college faculty.

The abolition of the societies came like a thunderbolt, as an agreement had been reached only two months ago between the societies and faculty for reform. President Handley says that the societies found the proposed change in the organization insupportable, and that, to guard the last interests of the university, the societies would be dropped out of existence. The fight

against the secret organizations of the sophomore class began in February, when the society class of the academic department of Yale put itself on record for Yale's abolition of these societies. The faculty, however, ever attempted.

Within four hours 20 of the 25 students signing the resolution were expelled from the university. The charge against them was that they had been guilty of "outrage" and "outrage" and in their former power of the societies were alleged to strike at the democratic principles of Yale.

The crisis in the movement against sophomore societies was reached during the last holidays, when President Handley was visiting the Western Alumni. It is said that many of the Western Alumni refused to support Yale financially, or to send their sons there, until this evil had been rectified. The action of the faculty today will not, it is said, entirely eliminate the secret societies, but will certainly result in the reorganization of these bodies.

Fast Washington Run.

Chicago, Ill., Dec. 8.-The fast mail train on the Burlington road made the remarkable run last night from Chicago to Galesburg, 102 miles, in 15 minutes. Allowing nine minutes for stops in Chicago yards, crossings and for oil and water, the net time was 18 minutes, or an average rate of sixty-six miles an hour actual running time.

Even When it has passed into the early stages of

Is Absolutely and Permanently Cured by

FOR-MA-DE-HYDE INHALER

"THE LITTLE DOCTOR THAT CURES WHERE ALL OTHERS FAIL."

The only way to cure Catarrh is to kill the germs. There are two classes of treatment in use, both of which are objectionable; one class consists of internal medicines and drugs, applied as sprays, vapors, impregnated air, etc., which simply stupefy the germs, causing them to lie dormant for a greater or less length of time, when they revive and continue their breeding, their irritation and their destruction. This is why so many treatments of Catarrh give temporary relief and cause the patient for a time to think he has been cured.

The other class of treatments consists of surgical work—the knife, burning, electricity, etc.—which often result in troubles worse even than Catarrh itself, and which fail even to kill the germs in a majority of cases.

Dr. Geo. Leininger's FORMALDEHYDE INHALER kills the germs without injuring the mucous membrane, and also puts the membrane in such a condition of health and activity that new germs of Catarrh entering the system find it impossible to take hold. Catarrh can be cured by this means in every stage, except when there has been actual decay of the lung cells (Consumption), and in many cases even this has been done. There is positively no other remedy, drug or treatment which will cure Catarrh, Asthma, Bronchitis, La Grippe and Consumption.

Dr. Geo. Leininger's FORMALDEHYDE INHALER has opened a new era to the medical profession and the public in the treatment of Catarrh. A few years ago it was unknown to-day it is recognized throughout the civilized world as the most powerful germicide and antiseptic ever discovered. The marvelous cures effected by Dr. Geo. Leininger's FORMALDEHYDE INHALER have astonished the ablest medical men of the century. Used, as it is, by inhalation, all the air passages are instantly cleared, cleansed and purified, thereby producing an absolute cure of all diseases of the NOSE, THROAT and LUNGS. Never in the history of a medicine have the improvements been so universal from physicians, and the people who have used them and been cured, as with Dr. Geo. Leininger's FORMALDEHYDE INHALER.

SOLD AT ALL DRUGGISTS AT 50c ON AN ABSOLUTE GUARANTEE.

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